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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS



STATISTICS

OF

✓
CO-OPERATIVE MARKETING AND PURCHASING


ASSOCIATIONS

1930

Published by Authority of the HON. H. H. STEVENS, M. P.,
Minister of Trade and Commerce.

OTTAWA

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Dominion Statistician: R. H. Coats, B.A., F.S.S. (Hon.), F.R.S.C.

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

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STATISTICS OF CO-OPERATIVE MARKETING AND PURCHASING ASSOCIATIONS, 1930

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CO-OPERATIVE MARKETING AND PURCHASING ASSOCIATIONS, 1930

INTRODUCTION

In order to determine the extent of co-operative trading in Canada, both in the marketing of agricultural and other products and in the purchasing and distribution of merchandise and supplies, all co-operative organizations engaged in buying or selling were included in the 1930 Census of Merchandising and Service Establishments, whether or not they maintained special premises for the conduct of such business and no matter how small the volume of their sales. This report does not cover the full range of co-operative activities, which embrace the extending of credit, bargaining as to price, community halls, grazing, cow-testing, stock-raising, etc., but is confined to the trading done by those organizations whose function is wholly, or in part, the marketing of products for their members or the purchasing and distribution of merchandise and supplies.

TYPES OF CO-OPERATIVES

Marketing Associations

From the reports made by co-operative organizations, it was possible to distinguish four distinct types of co-operative marketing associations: the local association, the federation of local units, the large-scale centralized association, and the terminal market sales agency.

Local Associations

The local association is composed of growers or producers in one district or locality, and may operate entirely independently of any central association or agency, or it may have membership in, or be affiliated with, a central association or agency, marketing part or all of its products through the central office. To determine the value of products marketed co-operatively, in those cases where a local association marketed its products exclusively through a central marketing association or sales agency, the sales made by the central only have been taken as the sales of the central include all products shipped to it by its local associations; in this way, no duplication in marketing figures occurs and only actual sales are taken. Where, however, a local association did not market its products entirely through a central agency, those sales made through other channels have been included.

Federations of Local Units

The federated type of co-operative might be termed "an association of associations". It is composed of local marketing associations which have affiliated in the formation of a joint selling agency. Generally, the member units undertake the assembling of products and delegate to the central organization the function of selling with its related services.

Large-Scale Centralized Associations

The large-scale centralized association differs only from the local association in that, whereas the local association confines its activities to the area around a single shipping point, the large-scale association operates over a large territory.

It combines all the services of the local unit and the federated type - assembling, sorting, grading, packing, shipping and marketing, and, in some cases, conducting selling campaigns with the object of increasing demand for the particular product handled.

Terminal Market Sales Agencies

Terminal market sales agencies are generally located in central markets and function much the same as commission merchants.

In this report, federations of local units, large-scale centralized associations and terminal market sales agencies have all been grouped under the classification of "central associations".

PURCHASING ASSOCIATIONS

Marketing and Purchasing Associations

A number of local marketing associations, in addition to selling the products of their members, purchased supplies, such as flour, feed, seeds, coal, binder twine, fertilizer, insecticides, packing materials, etc., and with some of the central associations the buying and selling of supplies was an important side-line activity. Many local associations marketing through a central agency bought supplies for their members where the central did not enter the purchasing field. A small amount of purchasing of supplies was also done by co-operatively owned or controlled creameries and cheese factories, and by associations engaged in processing or manufacturing.

Purchasing Associations

In addition to the co-operative marketing associations which also engaged in the purchase and sale of supplies, there were a number of associations which were strictly purchasing only. These included central associations buying and re-selling, either at wholesale or at retail, such supplies as fertilizers, coal, gasoline, oil, binder twine, general merchandise, etc., as well as local associations. Many of the local associations were affiliated with a central organization, either for the purpose of disposing of their products or the purchasing of supplies. If they did not actually do any selling of products themselves, but purchased supplies, they have been placed in the purchasing group. The independent associations include local organizations of farmers and producers which purchased supplies and merchandise, either by the pooling of their requirements, many of them utilizing existing organizations such as agricultural societies and farmers' institutes, or through the operation of retail stores. In addition, there are students' associations and consumers' co-operative societies.

CLASSIFICATION OF ASSOCIATIONS

Associations have been classified in three ways: (1) according to function performed, (2) according to type, and (3), according to commodity handled.

Function. - Associations have been divided into groups according to the function performed - marketing, purchasing, processing and manufacturing.

In the marketing group are the independent local associations, those local and provincial units of a central marketing association or sales agency which did not market exclusively through the central but sold partly through other channels,

and the central association or sales agency itself. Many of these associations also handled supplies, but, if their chief function was that of marketing, they have been placed in the marketing group.

The purchasing group includes all local associations of farmers and producers, whether affiliated with a central organization or independent, which handled merchandise and supplies; consumers' co-operative societies; and central purchasing associations or agencies. Associations providing such services as weighing, threshing, seed cleaning, chicken hatching, etc., were so few that they have been included with the purchasing associations.

The processing or manufacturing group includes all co-operative associations engaged in the canning and preserving of meats, fish and fruits, in manufacturing such products as brooms, bricks, and cigars, and in operating saw-mills, flour and grist mills, and bakeries. Co-operatively owned or controlled creameries and cheese factories, while they have been brought under this group, are treated separately.

Type.-- Associations have also been grouped according to type - the independent local association having no connection with any central association or agency, the local association affiliated with a central marketing or purchasing association, and the central marketing or purchasing association or agency.

Commodity.-- In addition to being classified according to function and type, marketing associations have also been grouped according to commodity handled, viz.:

Dairy products (This group includes only central sales agencies marketing butter and cheese, and associations for distributing milk. Co-operatively owned and controlled creameries and cheese factories are dealt with separately.)

Fish and fish products

Fruits and vegetables

Grain

Honey and maple products

Livestock

Mixed products (This group includes those local and central associations which handled a number of unrelated products, which could not properly be allocated to any one particular commodity group.)

Poultry and eggs

Tobacco

Wool and furs

Other (This group includes associations handling products not included in the above named commodity groups, as seeds, feed, wood, etc.)

CO-OPERATIVE ASSOCIATIONS IN 1930

MARKETING AND PURCHASING ASSOCIATIONS

Number of Associations

In 1930, there were 1,256 co-operative associations directly engaged in the selling of agricultural and other products and in the buying and selling of merchandise and supplies. The number of associations engaged exclusively in marketing was 71, 27 of which were centrals and 44 locals; the number of marketing associations also handling supplies was 143, 28 of which were centrals and 115 locals; and the number of purchasing associations was 1,042, 11 of which were centrals and 1,031 locals; central associations numbering 66, and local associations 1,190. Ontario and British Columbia led in number of central associations, each with 14, all of which were marketing or marketing and purchasing. The location of these associations is shown in Table 1.

Table 1.

Number of Co-Operative Associations According to Type and Function, by Provinces, 1930

Province(1)	Marketing		Marketing and Purchasing		Purchasing		Total	
	Central	Local	Central	Local	Central	Local	Central	Local
Prince Edward Island	1	1	2	2	-	12	3	15
Nova Scotia	2	2	1	21	-	65	3	88
New Brunswick	2	-	2	5	4	146	8	151
Quebec	2	2	4	15	-	244	6	261
Ontario	7	19	7	36	-	129	14	184
Manitoba	4	2	2	6	2	64	8	72
Saskatchewan	2	1	1	5	1	176	4	182
Alberta	1	8	1	9	4	44	6	61
British Columbia .	6	9	8	16	-	151	14	176
Total	27	44	28	115	11	1,031 ⁽²⁾	66	1,190

- (1) In the case of a central association whose operations extended over more than one province, such association has been allocated to the province in which the head office was located.
- (2) Includes a number of local affiliates of central organizations which, in addition to purchasing supplies, also disposed of their products through the central association, but, as they did not actually engage in the selling of their products, they have been placed in the purchasing group.

Amount of Business

The amount of business done by the 1,256 marketing and purchasing associations amounted to \$231,819,273 for sales of products, and to \$26,714,112 for sales of merchandise and supplies, as shown in Table 2. Sales of products by central associations amounted to \$227,046,134, or 97.9 per cent of the total sales by all marketing associations. Merchandise and supply sales include both wholesale and retail sales, \$4,272,369 representing wholesale sales and \$22,441,743 retail sales. With the local associations, sales of merchandise and supplies are shown to be largest, most of their marketing having been done through the central associations. In this table, the sales of those associations whose function was marketing only, those both marketing and

Table 2.

Sales of Co-Operative Associations, Grouped According to Function, by Provinces, 1930

	Marketing \$	Marketing & Purchasing		Purchasing \$	Total Business	
		Products \$	Supplies \$		Products \$	Supplies \$
Prince Edward Island -						
Central	880,000	1,735,307	548,420	-	2,615,307	548,420
Local	3,000	3,291	8,773	32,562	6,291	41,335
Nova Scotia -						
Central	245,274	1,168,056	547,143	-	1,413,330	547,143
Local	20,316	246,796	255,694	2,626,345	267,112	2,882,039
New Brunswick -						
Central	297,457	342,627	158,484	464,832	640,084	623,316
Local	-	14,739	34,539	1,467,686	14,739	1,502,225
Quebec -						
Central	2,366,023	5,972,647	309,712	-	8,338,670	309,712
Local	27,226	328,364	113,714	1,127,925	355,590	1,241,639
Ontario -						
Central	479,330	17,333,870	1,718,303	-	17,813,200	1,718,303
Local	632,327	1,411,757	1,336,631	4,326,943	2,044,084	5,663,574
Manitoba -						
Central	165,717,120	18,616,567	1,892,146	345,039	184,333,687	2,237,185
Local	7,000	70,099	100,382	906,980	77,099	1,007,362
Saskatchewan -						
Central	1,892,185	31,000	500	586,101	1,923,185	586,601
Local	3,389	118,767	306,043	2,904,353	122,156	3,210,396
Alberta -						
Central	4,812,900	174,968	1,848	250,983	4,987,868	252,831
Local	489,232	880,368	251,740	1,307,740	1,369,600	1,559,480
British Columbia -						
Central	693,870	4,286,933	83,788	-	4,980,803	83,788
Local	139,709	376,759	229,403	2,469,360	516,468	2,698,763
TOTAL	178,706,358	53,112,915	7,897,263	18,816,849	231,819,273	26,714,112 ⁽¹⁾
Central	177,384,159	49,661,975	5,260,344	1,646,955	227,046,134	6,907,299
Local	1,322,199	3,450,940	2,636,919	17,169,894	4,773,139	19,806,813

purchasing, and those purchasing only, is shown by provinces. The sales of a terminal market sales agency, whose operations extended over more than one province, have been credited to the province in which the head office of the agency was located. Manitoba shows the largest volume of business done by central associations in the marketing of products, the sales of which totalled \$184,333,687. This is largely due to the fact that the head offices of four large terminal market sales agencies, two of which marketed grain, were located in that province.

The amount of business done by associations in the different commodity groups is shown in Table 3. Affiliates of a central association have been placed in the same group as the central. In marketing, the grain group led in volume of sales, which totalled \$173,877,878, the mixed products group, with sales of \$20,839,425, occupying second place.

Table 3.

Sales by Co-Operative Associations, by Commodity Groups, Canada, 1930

Commodity Group (Not synonymous with commodities handled)	Number	Value of Sales	
		Products	Supplies
		\$	\$
Dairy products	10	3,452,471	3,504
Fish and fish products	6	209,618	28,453
Fruits and vegetables	139	9,476,854	2,812,652
Grain	6	173,877,878	1,795,767
Honey and maple products	2	1,450,395	52,971
Livestock	53	14,614,836	976,116
Mixed products	238	20,839,425	4,428,482
Poultry and eggs	18	5,339,243	292,699
Tobacco	4	287,891	17,000
Wool and furs	11	1,731,752	94,774
Other	19	537,269	282,376
Merchandise	700	1,641	15,929,316
Total	1,256	231,819,273	(1) 26,714,112

(1) Wholesale sales, \$4,272,569; retail sales, \$22,441,743.

A breakdown of sales by the marketing and purchasing associations, by products, shows grain sales to be the highest - \$174,182,701, or 75 per cent of the total. Livestock sales, which totalled \$26,563,901, were second.

Merchandise and supplies were handled mostly by local associations. The greatest volume of business in merchandise by local associations was done in Ontario. Co-operative retail stores numbered 273, with sales amounting to \$15,201,146, or approximately 66 per cent of the total retail sales. There were 29 doing a business of \$100,000 and over. General stores numbered 204. Ontario, with 70 retail stores and sales of \$4,740,247, led in both number of stores and amount of business.

In addition to the above sales, products such as livestock, poultry and eggs to the value of \$161,220, and supplies to the value of \$439,408, were handled by associations engaged in processing and manufacturing, and co-operatively owned or controlled creameries and cheese factories.

ASSOCIATIONS ENGAGED IN PROCESSING AND MANUFACTURING

There were 34 associations engaged exclusively in operating bakeries, canning factories, flour and grist mills, etc.; their sales of finished products totalled \$1,853,073. The canning group accounted for practically 73 per cent of this amount. In addition, bakeries were operated by 6 associations in the purchasing group, and a small amount of canning and preserving done by 3 associations in the marketing group, the sales of the finished products of these 9 associations amounting to \$202,843.

CO-OPERATIVELY OWNED AND CONTROLLED CREAMERIES AND CHEESE FACTORIES

Creameries and cheese factories, either entirely owned and operated by co-operative associations or controlled by the patrons, numbered 546, 301 being creameries, 224 cheese factories, and 21 combined. Total sales of dairy products by these creameries and cheese factories amounted to \$22,853,718. Of the 546 creameries and cheese factories, 298, or slightly more than half, were situated in Quebec.

Employees

Many co-operative associations had no paid employees, their officers giving voluntarily what services were required. In some cases, such officers received a small honorarium, and in others were paid a commission based on the value of products or supplies handled. Some fruit associations employed part-time help in the fruit season for picking, sorting and packing, and some livestock shipping clubs employed help when shipping livestock. In no way could they be considered regular employees and, therefore, they have not been included in this report. With central marketing and purchasing associations and co-operative retail stores, however, the situation is different. With few exceptions, permanent employees were retained. Employment statistics of such associations have been included in the tables.

CO-OPERATIVE MARKETING

Co-operative marketing associations, as stated earlier in this report, comprise four distinct types - the local association, the federation of local units, the large-scale centralized association, and the terminal market sales agency. In order to avoid a duplication of figures, when products were marketed by a local association through a central association the sales of the central association or agency only have been taken. There were cases, however, where a local association did not market its products exclusively through the central; those sales, therefore, made through other channels have been included.

The total value of products marketed co-operatively was \$231,980,493. This amount includes sales of products by central associations and agencies, local associations, associations belonging to the purchasing group, sales of unmanufactured products by associations engaged in processing or manufacturing, and sales other than of dairy products by co-operatively owned or controlled creameries and cheese factories. Table 4 shows the amount of sales by provinces. In this table, sales by central agencies have been allocated to the different provinces according to point at which they were made. These figures, therefore, must not be taken as representing the exact volume of business for each province, as in a number of instances the products of an association were marketed through a central agency having its sales office in another province, and, for this reason, some provinces have been credited with more co-operative activity than properly belongs to them, while the showing for others is not as favourable as the figures, were they available, would prove.

Table 4.

Value of Products Marketed Co-Operatively, by Provinces, 1930

	\$
Prince Edward Island	2,622,054
Nova Scotia	1,702,858
New Brunswick	654,823
Quebec	10,998,581
Ontario	19,984,420
Manitoba	182,117,677
Saskatchewan	2,045,341
Alberta	6,357,468
British Columbia	5,497,271
Total	231,980,493

A breakdown by commodities of the total sales of products by all associations, including products other than dairy by creameries and cheese factories, and unmanufactured products by associations engaged in processing and manufacturing, is shown in Table 5. The dairy products group includes sales of butter, cheese, milk and cream by marketing associations only. Sales of dairy products by co-operatively owned or controlled creameries and cheese factories are dealt with separately in the manufacturing section. As previously stated, however, sales of any other products have been included. A number of associations handled two or more unrelated products, and their sales could not be placed in any one specific group. These sales have been grouped under the heading "Mixed Products". In the group "Other" are products not included in any of the groups named - such as seeds, feed, wood and flowers. The livestock group includes a small amount of slaughtered animals.

Sales of grain, which amounted to \$174,182,701, accounted for 75 per cent of the total sales for all groups, livestock sales, which totalled \$27,096,397, occupying second place.

Table 5.

Value, by Commodities, of Products Marketed Co-Operatively, Canada, 1930

	\$
Dairy products	9,844,589
Fish and fish products	301,864
Fruits and vegetables	9,549,695
Grain, including wheat and coarse grains	174,182,701
Honey and maple products	1,485,395
Livestock	27,096,397
Mixed products	188,713
Poultry and eggs	6,809,811
Tobacco	237,801
Wool and furs	1,715,956
Other	519,481
Total	231,980,493

Table 6.

Number of Co-Operative Marketing Associations and Total Business, by Commodity Groups and Provinces, 1930

	Dairy Products		Fish and Fish Products		Fruits and Vegetables		Grain		Maple Products		Livestock		Mixed Products	
	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales
P. E. I..	-	\$ -	-	-	3	1,251,192	-	-	-	-	1	3,000	-	-
N. S. ...	-	-	-	-	20	1,662,683	-	-	-	-	3	1,159	3	16,600
N. B. ...	-	-	1	7,425	5	33,170	-	-	-	-	1	337,145	-	-
Quebec ..	2	2,366,023	1	945	2	6,857	1	15,039	1	1,007,216	-	-	12	4,913,735
Ontario ..	3	543,923	-	-	26	1,660,707	-	-	1	443,179	5	208,696	21	15,860,044
Manitoba.	-	-	-	-	1	13,610	3	173,862,839	-	-	2	6,230,310	1	30,911
Saskat- chewan .	1	31,000	-	-	-	-	-	-	-	-	5	1,941,124	2	6,000
Alberta .	1	174,968	3	29,973	-	-	-	-	-	-	8	5,869,793	1	960
B. C. ...	3	336,557	1	171,275	22	4,848,635	-	-	-	-	1	23,609	2	11,175
Total	10	3,452,471	6	209,613	79	9,476,854	4	173,877,878	2	1,450,395	26	14,614,836	42	20,839,425

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	Poultry and Eggs		Tobacco		Wool and Furs		Other		Total Sales of Products		Total Sales of Supplies	
	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales	Num-ber	Sales
P. E. I..	1	487,406	-	-	1	880,000	-	-	6	2,621,598	-	557,193
N. S. ...	-	-	-	-	-	-	-	-	26	1,680,442	-	802,837
N. B. ...	1	271,601	-	-	-	-	1	5,482	9	654,823	-	193,023
Quebec ..	-	-	2	279,818	2	104,627	-	-	23	8,694,260	-	423,426
Ontario ..	6	251,167	1	6,919	1	729,644	5	153,005	69	19,857,284	-	3,054,934
Manitoba.	3	4,252,426	-	-	-	-	4	20,690	14	184,410,786	-	1,992,528
Saskat- chewan .	-	-	-	-	-	-	1	65,576	9	2,043,700	-	306,543
Alberta .	2	19,284	-	-	2	15,966	2	246,524	19	6,357,468	-	253,588
B. C. ...	2	57,359	1	1,154	1	1,515	6	45,992	39	5,497,271	-	313,191
Total	15	5,339,243	4	287,891	7	1,731,752	19	537,269	214	231,817,632	-	7,897,263(1)

(1) Wholesale sales, \$2,747,099; retail sales, \$5,150,164.

SALES BY ALL TYPES OF MARKETING ASSOCIATIONS

As shown in Table 6, there were 214 marketing associations operating in 1930. Sales of products by these associations amounted to \$231,817,632. Ontario had the greatest number of associations, but Manitoba shows the largest volume of sales. This is partly accounted for by reason of the fact, as already explained, that four terminal market sales agencies were located in Manitoba. The value of supplies sold by marketing associations amounted to \$7,337,263, of which wholesale sales were \$2,747,099 and retail sales \$5,150,164. In Table 6, co-operative marketing associations have been classified according to commodity handled.

SALES BY CENTRAL MARKETING ASSOCIATIONS AND SALES AGENCIES

The number of central co-operative marketing associations and sales agencies in Canada in 1930 was 55. Their sales of products totalled \$227,046,134, or 97.9 per cent of the total sales, and of supplies \$5,260,344. Of these 55 central associations, 27 were marketing only, the amount of their sales being \$177,384,159, and 28 also handled supplies, their sales of products amounting to \$49,661,975.

In Table 7, central co-operative marketing associations and sales agencies have been arranged under their respective commodity groups. Sales of supplies have not been included, these being dealt with elsewhere in this report.

All but three of the central associations and agencies confined their marketing activities to one line of products. Practically all agricultural products were handled by these three associations, as well as fish and some canned goods. The fruit and vegetable group claimed the greatest number of central associations, 15 out of a total of 55; the dairy products group was second, with 10 associations; and the poultry and egg group, with 9 associations, third. The grain group had the largest volume of sales. \$173,848,257, and the mixed products group was second, with sales amounting to \$19,979,238.

Table 7.

Central Co-Operative Marketing Associations and Sales Agencies, and Value of Products Sold,
by Commodity Groups and Provinces, 1930

	Dairy Products		Fish and Fish Products		Fruits and Vegetables		Grain		Honey and Maple Products		Livestock	
	Number	Sales \$	Number	Sales \$	Number	Sales \$	Number	Sales \$	Number	Sales \$	Number	Sales \$
P. E. I. ..	-	-	-	-	1	1,247,901	-	-	-	-	-	-
N. S.	-	-	1	-	2	1,403,056	-	-	-	-	-	-
N. B.	-	-	-	-	1	25,856	-	-	-	-	-	-
Quebec	2	2,366,023	-	-	-	-	-	-	1	1,007,216	1	337,145
Ontario ...	3	543,923	-	-	3	762,045	-	-	1	443,179	-	-
Manitoba ..	-	-	-	-	1	13,610	2	173,848,237	-	-	1	6,207,465
Saskat- chewan ...	1	31,000	-	-	-	-	-	-	-	-	1	1,826,609
Alberta ...	1	174,968	-	-	-	-	-	-	-	-	1	4,812,900
B. C.	3	336,557	1	171,275	7	4,407,792	-	-	-	-	-	-
Total	10	3,452,471	1	171,275	15	7,860,260	2	173,848,237	2	1,450,395	4	13,184,119

	Mixed Products		Poultry and Eggs		Tobacco		Wool and Furs		Other		Total	
	Number	Sales \$	Number	Sales \$	Number	Sales \$	Number	Sales \$	Number	Sales \$	Number	Sales \$
P. E. I. ..	-	-	1	487,406	-	-	1	880,000	-	-	3	2,615,307
N. S.	1	10,274	-	-	-	-	-	-	-	-	3	1,413,330
N. B.	-	-	1	271,601	-	-	-	-	1	5,482	4	640,084
Quebec	2	4,863,030	-	-	-	-	1	102,401	-	-	6	8,338,670
Ontario ...	1	15,105,984	5	228,425	-	-	1	729,644	-	-	14	17,813,200
Manitoba ..	-	-	1	4,251,175	-	-	-	-	1	13,200	6	184,333,687
Saskat- chewan ...	-	-	-	-	-	-	-	-	1	65,576	3	1,923,185
Alberta ...	-	-	-	-	-	-	-	-	-	-	2	4,987,868
B. C.	-	-	1	56,159	1	1,154	-	-	1	7,866	14	4,980,803
Total	4	19,979,288	9	5,294,766	1	1,154	3	1,712,045	4	92,124	55	227,046,134

Table 8 gives employment figures of central marketing associations by provinces. The difference in the number of associations shown in this table and that in other tables in this report is accounted for by the fact that 5 associations did not have any paid employees. Central associations in Manitoba had the greatest number of employees and paid most in salaries and wages.

Table 8.

Central Co-Operative Marketing Associations - Number of Employees
and Salaries and Wages Paid, 1930

	Number of Ass'ns.	Number of Employees		Salaries and Wages Paid
		M	F	
				\$
Prince Edward Island	3	62	11	58,749
Nova Scotia	3	53	38	41,366
New Brunswick	3	36	8	24,202
Quebec	6	191	38	290,278
Ontario	13	244	47	326,001
Manitoba	6	838	133	1,552,156
Saskatchewan	3	69	7	67,158
Alberta	2	14	1	30,296
British Columbia	11	172	14	170,816
Total	50	1,679	297	2,561,022

CO-OPERATIVE MARKETING OF DAIRY PRODUCTS

Tables 9 and 10 include associations whose function was the marketing only of dairy products. Co-operatively owned or controlled creameries and cheese factories are not included in these tables, being dealt with separately in the manufacturing group.

There were 10 associations handling dairy products exclusively, one of which marketed butter, one cheese, and 8 distributed milk and cream. The combined sales of these 10 associations amounted to \$3,452,471, of which butter sales were \$296,482, cheese sales \$2,110,729, and milk and cream sales \$1,045,260. The figure of \$3,452,471 does not represent the total value of sales of dairy products by marketing associations, as dairy products were handled by central associations marketing mixed products. Sales of dairy products by all co-operative marketing associations were \$9,844,589. The sales of dairy products by co-operatively owned or controlled creameries and cheese factories totalled \$22,853,718, a large percentage having been made through central marketing associations and sales agencies.

Table 9 shows the number of associations marketing dairy products exclusively, by provinces.

Table 9.

Associations Marketing Dairy Products, by Provinces, 1930

	Total Number	Butter	Cheese	Milk and Cream
Quebec	2	-	1	1
Ontario	3	-	-	3
Saskatchewan	1	-	-	1
Alberta	1	-	-	1
British Columbia	3	1	-	2
Total	10	1	1	8

The association marketing cheese had its sales office located in the province of Quebec, but handled the product of Ontario factories; similarly, the association marketing butter, with sales office located in British Columbia, handled the product of Alberta creameries.

In Table 10, a breakdown of the total sales of these 10 associations is shown.

Table 10.

Sales of Associations Marketing Dairy Products, Canada, 1930

Dairy Products				Sales to Members of Supplies and Feed
Total	Butter	Cheese	Milk and Cream	
\$	\$	\$	\$	\$
3,452,471	296,482	2,110,729	1,045,260	3,504

The sales of the 8 milk marketing associations, which, as shown above, amounted to \$1,045,260, were reported as made through the following channels: wholesalers, 2 per cent; retailers, 8 per cent; industrial consumers, 38 per cent; and householders, 52 per cent.

CO-OPERATIVE MARKETING OF FISH AND FISH PRODUCTS

Associations marketing fish and fish products exclusively numbered only 6. Their total sales of fish and a small quantity of cod liver oil amounted to \$209,618. Sales to members of fishermen's supplies, gasoline and oil were \$28,453. Table 11 shows the location of these 6 associations, and their sales, by provinces.

able 11.

Associations Marketing Fish and Fish Products, and Sales,
by Provinces, 1930

	Number	Sales	
		Fish and Fish Products	Fishermen's Supplies, Gasoline and Oil
		\$	\$
New Brunswick	1	7,425	10,461
Quebec	1	945	1,974
Alberta	3	29,973	4,018
British Columbia	1	171,275	12,000
Total	6	209,618	28,453

As regards channels of sale, the 6 associations reported selling to wholesale houses, one of which sold also to industrial consumers and retail merchants.

The figure of \$209,618 does not represent the total value of sales of fish and fish products as some local associations marketed their products through a central association. The total sales by all co-operative associations amounted to \$301,864. To this figure should be added sales of canned fish by associations engaged in processing and manufacturing - namely, \$855,051 - bringing the total sales of fish, fresh and canned, and fish products to \$1,156,915.

CO-OPERATIVE MARKETING OF FRUITS AND VEGETABLES

A number of fruit and vegetable associations undertook only the assembling, grading, packing, warehousing and shipping of their products, employing the selling services of a central co-operative sales agency in the marketing of the products. In this report, such packing and shipping associations have not been included, the sales having been reported by the central agencies. Where, however, an association did not market exclusively through the central agency, but sold a part of its product through other channels, such association has been included and those sales made through channels other than the central agency taken. A number of associations handled merchandise and supplies, purchasing either through a central agency or from outside sources, and, in order to ascertain the total value of sales of merchandise and supplies, all packing and shipping associations handling the same have been included and are shown separately.

In Table 12, associations have been classified under two groups: (1) central marketing associations and sales agencies, local associations using the selling services of a central agency but which did not market exclusively through the central, selling partly through other channels, local associations marketing through a central agency and which handled supplies for their members - the number of associations in each case, with the value of their sales, being shown separately; (2) local independent associations having no connection with any central agency, attending to the marketing of their products themselves.

Sales by the fruit and vegetable marketing associations totalled \$9,476,854 for the two groups, British Columbia accounting for slightly more than half of this amount with sales of \$4,848,635. No sales of fruit and vegetables were reported for Saskatchewan and Alberta. Central associations numbered 15, their sales totalling \$7,860,260. 18 associations marketing through the central agencies sold products through other channels to the value of \$706,354, of which fruit and vegetable sales were \$491,025. Independent local associations numbered 45, with total sales of

\$910,240. These figures show that practically 83 per cent of the fruits and vegetables marketed co-operatively was sold through central marketing associations and sales agencies. Sales of merchandise and supplies for both groups totalled \$2,763,652. Of this amount, sales by central agencies to local associations - which may be classed as wholesale - were \$595,500. The principal commodities sold were growers' supplies, fertilizer and feed.

Table 12.

Associations Marketing Fruits and Vegetables, and Amount of Sales,
by Types of Association and Provinces, 1930

Type of Association	Number Reporting				Marketing Sales	Sales of Merchandise and Supplies
	Central ass'ns and affiliated local ass'ns		Independent local ass'ns.			
	Centrals	Locals				
		Marketing		Purchasing		
<u>Prince Edward Island</u>					\$	\$
Central associations	1	-	-	-	1,247,901	537,253
Affiliated locals, marketing ..	-	1	-	-	427	6,800
Affiliated locals, purchasing .	-	-	2	-	-	9,971
Independent local associations ..	-	-	-	1	2,864	1,973
Total, P. E. I.	1	1	2	1	1,251,192	555,997
<u>Nova Scotia</u>						
Central associations	2	-	-	-	1,403,056	547,143
Affiliated locals, marketing ..	-	8	-	-	148,059	122,100
Affiliated locals, purchasing .	-	-	33	-	-	599,869
Independent local associations ..	-	-	-	10	111,568	59,875
Total, N. S.	2	8	33	10	1,662,683	1,328,987
<u>New Brunswick</u>						
Central associations	1	-	-	-	25,856	-
Independent local associations ..	-	-	-	4	7,314	24,078
Total, N. B.	1	-	-	4	33,170	24,078
<u>Quebec</u>						
Independent local associations ..	-	-	-	2	6,857	12,349
Total, Quebec	-	-	-	2	6,857	12,349
<u>Ontario</u>						
Central associations	3	-	-	-	762,045	36,300
Affiliated locals, marketing ..	-	6	-	-	488,316	53,484
Affiliated locals, purchasing .	-	-	2	-	-	6,270
Independent local associations ..	-	-	-	16	410,346	136,345
Total, Ontario	3	6	2	16	1,660,707	232,397
<u>Manitoba</u>						
Central associations	1	-	-	-	13,610	-
Total, Manitoba	1	-	-	-	13,610	-
<u>British Columbia</u>						
Central associations	7	-	-	-	4,407,792	70,834
Affiliated locals, marketing ..	-	3	-	-	69,552	71,873
Affiliated locals, purchasing .	-	-	22	-	-	418,410
Independent local associations ..	-	-	-	12	371,291	48,727
Total, B. C.	7	3	22	12	4,848,635	609,844
Total for Dominion ..	15	18	59	45	9,476,854	2,763,652

Table 13 gives a breakdown of the total sales of the fruit and vegetable associations, showing sales of fruit to have been \$6,653,034 and sales of vegetables \$2,550,971. Some associations were unable to furnish a breakdown and their sales, which amounted to \$245,580, appear under the heading "Fruits and Vegetables, no Break-down". Sales of products other than fruits and vegetables were \$21,269.

Table 13.

Sales of Fruits and Vegetables, by Provinces, 1930

	Marketing Sales					Sales of Merchandise and Supplies
	Total	Fruits	Vegetables	Fruits and Vegetables, No Breakdown	Other Products	
	\$	\$	\$	\$	\$	\$
Prince Edward Island	1,251,192	-	1,250,765	-	427	555,997
Nova Scotia ...	1,662,683	1,603,167	59,516	-	-	1,328,987
New Brunswick .	33,170	25,856	7,314	-	-	24,078
Quebec	6,857	-	6,857	-	-	12,349
Ontario	1,660,707	1,054,427	568,384	37,896	-	232,397
Manitoba	13,610	-	13,610	-	-	-
British Columbia	4,848,635	3,975,584	644,525	207,684	20,842	609,844
Total ...	9,476,854 ⁽¹⁾	6,659,034 ⁽¹⁾	2,550,971	245,580	21,269	2,763,652 ⁽²⁾

(1) Includes sales of preserved fruits to the amount of \$88,144.

(2) Wholesale sales, \$595,500; retail sales, \$2,168,152.

The channels through which the associations sold their products were reported as follows:

Channels of Distribution	Number of Associations	
	78(1)	Selling exclusively as indicated
Wholesalers	31	38
Retailers	24	6
Industrial consumers	6	2
Householders	7	-

(1) The total number of associations reporting channels of distribution was 77. This total is less than the sum of the figures appearing in the two columns below as most associations used more than one channel of distribution.

Sales of fruits and vegetables by associations marketing mixed products totalled \$94,110, 69 per cent of which were made through a central association. This figure, added to the sales of fruits and vegetables by fruit and vegetable marketing associations, gives a total of \$9,542,635 for sales of fruits and vegetables by all co-operative marketing associations. In addition, sales of canned fruits and vegetables by co-operative canning associations amounted to \$52,653.

CO-OPERATIVE MARKETING OF GRAIN

Four associations appear in the grain marketing group, their combined sales totalling \$173,877,878, or 75 per cent of the total sales by all co-operative marketing associations. Of this amount, wheat sales were \$162,835,187, and coarse grain sales \$11,042,691. Practically 100 per cent of the sales were made through the central selling agency of the wheat pools of Manitoba, Alberta, Saskatchewan and Ontario and through a co-operative line elevator association operating in the three prairie provinces, both of which handled wheat and coarse grains, the remainder being made through a local farmers' elevator company in Manitoba and an association of flax growers in Quebec. Sales offices of these organizations, with the exception of the one in Quebec, were located in Manitoba, the line elevator association maintaining, in addition, an office in Alberta.

Supplies were handled by all associations with the exception of the central selling agency of the wheat pools, but two of the wheat pools, in Manitoba and Alberta, handled coal. Sales of merchandise totalled \$1,795,767, 64 per cent of which was farmers' supplies - mainly binder twine - coal and flour making up the balance.

Table 14.

Grain Marketing Associations and Total Sales, Canada, 1930

Number of Ass'ns.	Grain Sales			Sales of Supplies
	Total	Wheat	Coarse grains	
	\$	\$	\$	\$
4	173,877,878	162,835,187	11,042,691	1,795,767

In addition to the sales of grain by grain marketing associations, grain to the value of \$304,823 was sold by other marketing associations, bringing the total sales up to \$174,182,701.

CO-OPERATIVE MARKETING OF HONEY AND MAPLE PRODUCTS

Only 1 association marketing honey reported, it being located in Ontario, with sales of \$443,179, and 1 association marketing maple products, located in Quebec with sales of \$1,007,216, the sales of both totalling \$1,450,395. To this amount should be added the sales made through the central associations marketing mixed products, which amounted to \$35,000 for both honey and maple products (a breakdown was not furnished), bringing the total to \$1,485,395. Both associations sold their products to wholesale houses, industrial consumers and retail merchants. Supplies were handled by the two associations, the combined sales of which were \$52,971.

The manufacturing group includes sales of maple products. These, added to the above figure of \$1,485,395, make a total of \$1,555,395.

CO-OPERATIVE MARKETING OF LIVESTOCK

Sales by co-operative livestock marketing associations and sales agencies amounted to \$14,614,836, of which \$14,587,871 were livestock sales. Of this latter amount, sales by the central sales agency and its various provincial branches were \$13,184,119. Part of these sales were made by the Saskatchewan and Alberta branches on their provincial markets and by the Maritime section on the St. John market, part sales being made by both the Saskatchewan and Alberta branches and the Maritime section, and the entire sales of the Manitoba branch through the central sales agency on the markets of St. Boniface, Manitoba, and Point St. Charles, Quebec.

Of the local shipping associations selling their livestock through the central sales agencies, only 6 did any selling for themselves through other channels, such sales amounting to only \$867,562, of which livestock sales were \$842,895.

There were 13 local associations which did not market through the central agencies but functioned as marketing agencies by doing their own selling, and 3 provincial associations of cattle and swine breeders which conducted auction sales at their annual fairs. The combined sales of these 16 associations totalled \$563,155, of which \$560,857 were livestock sales. This brings the total sales by livestock marketing associations to \$14,614,836, of which livestock sales were \$14,587,871.

Supplies, mainly feed, to the value of \$976,116, of which \$157,933 were wholesale sales, were handled by the Maritime section of the central sales agency, by local shipping associations marketing through the various branches of the central agency, and by independent local associations.

Table 15 shows the combined sales of the central livestock sales agencies, their affiliated local shipping associations, and the independent livestock marketing associations, by provinces.

Table 15.

Central Livestock Sales Agencies and Marketing Associations, and Amount of Sales, by Provinces, 1930

	Number			Marketing Sales			Sales of Merchandise & Supplies
	Central agencies & marketing assns.	Affiliated locals	Independent locals	Total	Livestock	Other products	
P.E.I., N.S. and N.B.	1	3	1	341,304	340,404	900	202,422
Quebec	1(1)	-	-	2,297,667	2,297,667	-	15,217
Ontario	-	-	5	208,696	208,066	630	44,335
Manitoba	1	-	1	3,932,643	3,932,643	-	13,994
Saskatchewan	1	-	4	1,941,124	1,939,456	1,668	337,024
Alberta	1	3	4	5,869,793	5,846,026	23,767	313,124
British Columbia	-	-	1	23,609	23,609	-	-
Total	5	6	16	14,614,836	14,587,871	26,965	976,116(2)

(1) Branch sales office of central sales agency.

(2) Wholesale sales, \$157,933; retail sales, \$818,183.

To the figure of \$14,587,871 should be added sales of livestock by associations marketing mixed and other products, associations engaged in processing and manufacturing, and co-operatively owned or controlled creameries and cheese factories, which amounted to \$11,989,684, making a total of \$26,577,555 for sales of livestock. In addition, there were sales of slaughtered animals amounting to \$518,842.

CO-OPERATIVE MARKETING OF MIXED PRODUCTS

Several marketing associations handled a number of unrelated products and could not properly be placed in any specific commodity group; they have, therefore, been grouped under the heading of "Mixed Products". This group includes 4 central sales agencies, with their affiliated local associations, and 15 independent local associations, their total sales of products amounting to \$20,839,425. The combined marketing sales of the central agencies totalled \$19,979,288. Sales were made by 23 of their affiliated local associations through other channels and amounted to \$421,338. Sales of the 15 independent local associations totalled \$438,739.

Supplies were handled by 3 of the central associations, their combined sales amounting to \$1,834,766. The value of supplies sold by their local affiliates was \$1,919,657, while the sales of the independent local associations totalled \$674,059.

Table 16 shows the number of associations in each province and amount of sales of both products and supplies. Central agencies, affiliated local associations selling partly through channels other than the central agency, and independent local associations are shown separately. The affiliated local associations handling supplies but marketing exclusively through the central agency have also been included in order to arrive at the total value of supplies sold by associations marketing mixed products.

Table 16.

Associations Marketing Mixed Products, and Amount of Sales, by Provinces, 1930

	Number of Associations				Total Sales	
	Cen- trals	Local Affiliates		Inde- pen- dent	Products \$	Supplies \$
		Mar- ket- ing	Pur- chas- ing			
Nova Scotia	1	-	-	2	16,600	65,411
Quebec	2	9	194	1	4,913,735	1,130,716
Ontario	1	14	52	6	15,860,044	3,076,590
Manitoba	-	-	-	1	30,911	71,749
Saskatchewan	-	-	-	2	6,000	30,494
Alberta	-	-	-	1	960	20,452
British Columbia	-	-	-	2	11,175	33,070
Total	4	23	246	15	20,839,425	4,428,482 (1)

(1) Wholesale sales, \$1,834,766; retail sales, \$2,593,716.

Following is a breakdown of sales by commodities:

Table 17.

Sales, by Commodities, of Associations Marketing Mixed Products, Canada, 1930

Commodity	Value of Sales
	\$
Dairy products	6,391,383
Fish and fish products	91,790
Fruits and vegetables	89,063
Grain	232,731
Honey and maple products	35,000
Livestock and slaughtered animals	12,473,295
Poultry and eggs	1,300,013
Miscellaneous	37,495
No breakdown	188,655
Total	20,839,425

CO-OPERATIVE MARKETING OF POULTRY AND EGGS

Co-operative poultry and egg marketing associations and sales agencies numbered 15, their total sales amounting to \$5,339,243. Included in these 15 associations is the central sales agency of the Manitoba Co-operative Poultry Marketing Association, the Saskatchewan and Alberta Poultry Pools, and the B. C. Egg and Poultry Co-Operative Association, with sales office in Manitoba; also an Egg and Poultry Exchange which operated in the provinces of Nova Scotia and New Brunswick, and a central sales agency in Prince Edward Island.

Supplies to the value of \$242,316 were handled by 3 of the associations. In addition, 3 poultry associations - 1 in New Brunswick and 2 in British Columbia - which did not market, handled supplies for their members, their combined sales amounting to \$50,383.

Table 18 shows the number of associations and amount of sales by provinces.

Table 18.

Associations Marketing Poultry and Eggs, and Amount of Sales, by Provinces, 1930

	Number of Ass'ns.	Marketing Sales			Breeding stock and hatching eggs	Sales of Supplies
		Total	Poultry	Eggs		
		\$	\$	\$	\$	\$
Prince Edward Island.	1	487,406	42,692	444,714	-	11,167
New Brunswick	1	271,601	83,620	187,981	-	-
Ontario	6	251,167	42,093	209,074	-	22,161
Manitoba	3	4,252,426	727,749	3,524,677	-	170,345
Alberta	2	19,284	9,583	9,701	-	16,800
British Columbia	2	57,359	-	1,200	56,159	21,843
Total	15	5,339,243	905,737	4,377,347	56,159	242,316

Table 19 shows the number of associations marketing both poultry and eggs, and their total sales, the number marketing poultry only, eggs only, and breeding stock and hatching eggs. One of the 2 poultry marketing associations handled only turkeys and a small amount of geese.

Table 19.

Number of Associations Marketing both Poultry and Eggs, Poultry Only, and Eggs Only, and Amount of Sales, Canada, 1930

	Number of Ass'ns.	Total Marketing Sales
		\$
Poultry and eggs	6	5,207,788
Poultry	2	25,327
Eggs	6	49,969
Breeding stock and hatching eggs	1	56,159
Total	15	5,339,243

The channels through which the associations sold their products were reported as follows:

Channels of Distribution	Number of Associations	
	15(1)	Selling exclusively as indicated
Wholesalers	6	3
Retailers	4	3
Industrial consumers	1	-
Abattoirs	2	-
Poultrymen	-	1

(1) The total number of associations reporting channels of distribution was 13. This total is less than the sum of the figures appearing in the two columns below as most associations used more than one channel of distribution.

To the figure of \$5,339,243 should be added sales of poultry and eggs by associations marketing mixed and other products and by co-operatively owned or controlled creameries and cheese factories, which amounted to \$1,470,568, making a total of \$6,809,811, of which egg sales were \$5,490,520, and poultry sales \$1,144,692, breeding stock and hatching eggs \$56,159, no breakdown as to sales of poultry and eggs having been furnished for the balance of \$118,440.

CO-OPERATIVE MARKETING OF TOBACCO

Only 4 associations reported marketing tobacco, their total sales amounting to \$287,891. Two of these associations were located in Quebec, 1 in Ontario, and 1 in British Columbia. The 2 associations in Quebec accounted for 97 per cent of the total sales. Supplies - fertilizer - were handled by only one association, in Quebec, and amounted to \$17,000. The channels of sale were reported by one association as industrial consumers and retail merchants, by one as industrial consumers only, by one as wholesale houses, and by the fourth as householders.

Table 20.

Associations Marketing Tobacco, and Amount of Sales, by Provinces, 1930

	Number Reporting	Sales	
		Tobacco	Supplies
		\$	\$
Quebec	2	279,818	17,000
Ontario	1	6,919	-
British Columbia	1	1,154	-
Total	4	287,891	17,000

In addition to the above sales of tobacco, one association engaged in the manufacture of cigars reported sales to the value of \$5,121.

CO-OPERATIVE MARKETING OF WOOL AND FURS

Sales by wool and fur marketing associations amounted to \$1,731,752, of which \$1,712,045 were wool and fur sales and the balance, \$19,707, livestock sales.

Wool, the sales of which amounted to \$729,644, was marketed by only one association - a central organization with head office in Ontario and branches for collecting and grading, or affiliated associations, in every province. The livestock sales, \$19,707, were made by the affiliated associations through outside channels but the wool was marketed exclusively through the central sales agency. The affiliated associations reporting sales numbered 8, 3 of which were located in Quebec, 1 in Saskatchewan, 3 in Alberta, and 1 in British Columbia. Of the 8 associations, 4 were marketing and 4 purchasing.

Fur marketing associations numbered 2, one operating in Prince Edward Island and the other in Quebec. Their combined sales of furs amounted to \$982,401.

Supplies were handled by the central wool sales agency, by 4 of its affiliated associations and also by one of the fur marketing associations, the sales of all totalling \$94,774.

Table 21.

Associations Marketing Wool and Furs, and Amount of Sales, Canada, 1930

	Marketing Sales				Sales of Supplies
	Total	Wool	Furs	Livestock	
	\$	\$	\$	\$	\$
Central wool sales agency	729,644	729,644	-	-	73,810
3 affiliated associations of central wool sales agency ...	19,707	-	-	19,707	14,113
2 fur marketing associations .	982,401	-	982,401	-	6,851
Total	1,731,752	729,644	982,401	19,707	94,774

Both fur marketing associations sold to wholesale houses, one selling through auction houses in addition.

Sales of wool and furs by all co-operative associations totalled \$1,713,95

CO-OPERATIVE MARKETING OF OTHER PRODUCTS

Nineteen associations handled products which do not fall within the specific commodity groups and they have, therefore, been grouped under the heading of "Other". The products handled by associations in this group were seeds, feed, wood (pulpwood and fuel), and flowers. Their marketing sales totalled \$537,269. Seed sales were practically one-half of the total sales, with feed ranking second.

Supplies were handled by 12 of the associations, the total sales of which amounted to \$282,376.

Table 22 shows the number of associations marketing the different products included in this group, and the amount of their sales.

Table 22.

Associations Marketing Other Products, and Amount of Sales, Canada, 1930

Product Handled	Number of Ass'ns.	Sales	
		Marketing \$	Supplies \$
Seeds	11	196,296	151,572
Feed	2	21,138	17,425
Seeds and feed	3	266,668	50,704
Wood	2	45,301	61,721
Flowers	1	7,866	954
Total	19	537,269 ⁽¹⁾	282,376

(1) Included in this total are sales of products other than those specified amounting to \$22,401.

The location of the 19 associations was as follows: New Brunswick, 1; Ontario, 5; Manitoba, 4; Saskatchewan, 1; Alberta, 2; and British Columbia, 6.

Following is a breakdown of the total sales, by products: seeds, \$300,837; feed, \$164,416; wood, \$41,749; flowers, \$7,866; and other, \$22,401.

A small quantity of seed, feed and wood was sold by other marketing associations, the value of which was \$4,613.

The channels through which the associations sold their products were reported as follows:

Channels of Distribution	Number of Associations	
	19 ⁽¹⁾	Selling exclusively as indicated
Wholesalers	6	9
Retailers	5	2
Industrial consumers	3	--
Householders	1	1

(1) The total number of associations reporting channels of distribution was 19. This

total is less than the sum of the figures appearing in the two columns below as several associations used more than one channel of distribution.

CO-OPERATIVE BUYING BY FARMERS' AND CONSUMERS' ORGANIZATIONS

Co-operative buying, while an important phase of co-operative activity, did not nearly attain the volume of business as did co-operative marketing. The co-operative buying and selling of merchandise and supplies was not confined to agricultural organizations alone, several fishermen's associations having purchased their supplies co-operatively, while a number of consumers' societies bought and sold various commodities. Purchasing of farm supplies was done through a number of local organizations of farmers formed for the purpose of pooling their orders. Many farmers utilized existing organizations such as Farmers' Institutes and Agricultural Societies, while retail stores were operated by some farmers' associations. A number of marketing associations also endeavoured to look after the needs of their members in this direction, by buying for them such commodities as flour, feed, fertilizer, etc., and with many of the central marketing associations and sales agencies the purchasing and selling of supplies - such as flour, coal, fertilizer, insecticides, packing materials, binder twine, etc. - has become a side-line, no less than 28 of the 55 central marketing associations and sales agencies, as well as two provincial pools, reporting having engaged in co-operative buying and distribution. There were, in addition, 9 central purchasing agencies, whose only function was the buying of supplies for distribution or resale, 5 of which sold at wholesale. Consumers' co-operative societies included retail stores handling general merchandise, flour and feed, groceries and meat (some operating a dairy or bakery in conjunction), also gasoline filling stations. In addition, there were students' associations dealing in supplies.

Reports showing amount of sales of merchandise and supplies were received from central associations, from local associations which purchased entirely or partly through the centrals, and from local independent associations. In order to avoid duplication of sales figures, when a central association reported selling to local associations, the sales of such central are shown separately from those of the locals and treated as wholesale; thus, sales are divided into two groups - (1), those made by central associations to local associations, and those of associations selling at wholesale; and, (2), those of all local associations and central associations selling at retail direct to the individual. Sales of the first group, which included 12 associations, amounted to \$4,272,369. Of these 12 associations, 7 were marketing and 5 purchasing. 541 local associations reported buying in part or wholly through these centrals, with sales amounting to \$4,933,772. (This amount is included in the sales of the second group.) Sales of the second group, which comprised 136 marketing associations and 1,037 purchasing associations, totalled \$22,441,743.

A number of co-operative associations engaged in processing or manufacturing, and co-operatively owned or controlled creameries and cheese factories, purchased for distribution to their members or patrons a small amount of feed and supplies. Such sales amounted to \$439,408, which, added to the sales of the second group, bring the total up to \$22,881,151.

SALES OF MERCHANDISE BY CENTRAL AND LOCAL ORGANIZATIONS

The number of organizations, both marketing and purchasing, which handled merchandise and supplies is shown in Table 23, with amount of sales, associations having been classified according to function performed - those marketing and purchasing and those purchasing only. The sales of central associations which sold to

local associations and of wholesale associations are shown separately from those of the affiliated local associations, independent local associations and central associations selling at retail direct to the individual member. In order to ascertain the full extent of co-operative buying and selling in Canada in 1930, sales of merchandise and supplies by associations engaged in processing and manufacturing, and by creameries and cheese factories, have been added.

Table 23.

Number of Associations, by Function, Purchasing Merchandise,
and Total Amount of Sales, Canada, 1930

	Wholesale Associations and Central Associations Selling to Locals		All Associations Selling at Retail Direct to the Individual Member	
	Number	Sales	Number	Sales
		\$		\$
Marketing and purchasing associations	7	2,747,099	136	5,150,164
Purchasing associations	5	1,525,270	1,037	17,291,579
Total	12	4,272,369	1,173	22,441,743
Sales by associations engaged in processing and manufacturing, and by co-operatively owned or controlled creameries and cheese factories ..				439,408
Total ...				22,881,151

With the purchasing associations are included five associations which were organized for the purpose of providing such services as seed cleaning, threshing, weighing, blacksmithing and chicken hatching. As the total receipts from these services were so small, they have been included with the sales of commodities and supplies.

The value of commodities and supplies sold by marketing and purchasing associations is shown by provinces in Table 24. As in the previous table, the sales of wholesale associations and of those central associations which sold to local associations are shown separately.

The sales territory of four central marketing associations covered three or more provinces. Sales of these associations have been allocated to the provinces, according to point of sale.

As before, to the amount of \$22,441,743 should be added the sales of supplies by associations engaged in processing and manufacturing, and by creameries and cheese factories, making a total of \$22,881,151. Ontario led in both groups in volume of sales.

Table 24.

Associations Purchasing Merchandise and Supplies, and Amount of Sales,
by Provinces, 1930

	Wholesale Associations and Central Associa- tions selling to Locals		All Local Associa- tions and Central Associations Sell- ing Direct to the Individual Member	
	Number	Sales	Number	Sales
		\$		\$
Prince Edward Island	-	-	16	589,755
Nova Scotia	1	547,143	86	2,882,039
New Brunswick	2	600,515	155	1,525,026
Quebec	2	295,320	261	1,256,031
Ontario	1	1,539,446	171	5,842,431
Manitoba	2	492,449	72	1,845,582
Saskatchewan	1	586,101	182	3,313,856
Alberta	2	163,038	56	2,452,829
British Columbia	1	48,357	174	2,734,194
Total	12	4,272,369	1,173	22,441,743

Table 25 shows the value of sales by commodities and provinces, sales having been allocated to the provinces according to point of sale. The sales of supplies by associations engaged in processing and manufacturing, and by creameries and cheese factories, have been included.

The general group includes general stores and sales where it was not possible to obtain a breakdown by commodities. In a few cases, an association failed to specify the kind of goods handled and such sales are also included. In the group designated "Other" are such commodities as are not included in the other specified groups, as boots and shoes, dry goods, hardware, stumping powder, agricultural implements, etc., also restaurants.

Services comprised seed cleaning, threshing, chopping, weighing, transportation, chicken hatching, repair work, and a blacksmith shop, and were rendered by 13 associations, 5 of which were concerned only with the provision of these services, the other 8 being marketing and purchasing associations.

In volume of sales by wholesale associations and central associations selling to local associations, sales of the flour, feed, seeds and groceries group were greatest, with supplies second, these two groups accounting for approximately 59 per cent of the total wholesale sales.

Table 25.

Sales of Merchandise, by Commodities and Provinces, 1930

	General	Flour, Feed, Seeds and Groceries	Supplies	Fertilizer	Gasoline and Oil	Coal and Wood	Other	Ser- vices	Total
	\$	\$	\$	\$	\$	\$	\$	\$	\$
Wholesale associations and central associations selling to local assoc- iations:									
Prince Edward Island	-	-	-	-	-	-	-	-	-
Nova Scotia	-	279,212	131,746	136,185	-	-	-	-	547,143
New Brunswick	-	157,473	69,679	373,363	-	-	-	-	600,515
Quebec	1,000	179,540	32,367	63,000	-	-	19,413	-	295,320
Ontario	-	766,065	290,396	174,389	-	162,956	145,640	-	1,539,446
Manitoba	83,387	-	258,965	-	100,065	50,032	-	-	492,442
Saskatchewan	-	14,693	145,052	-	199,589	156,569	70,198	-	586,101
Alberta	-	40,000	100,000	-	23,038	-	-	-	165,038
British Columbia	-	-	48,357	-	-	-	-	-	48,357
Total	84,387	1,436,983	1,076,562	746,937	322,692	369,557	235,251	-	4,272,369
									8
Local associations and central associations selling direct to the individual member:									
Prince Edward Island	6,550	18,668	156,112	405,164	-	1,890	1,214	250	589,848
Nova Scotia	2,145,524	436,658	129,182	162,455	9,083	1,683	15,362	-	2,899,947
New Brunswick	833,816	231,853	45,297	410,933	-	-	3,225	3,602	1,528,726
Quebec	551,008	521,499	68,836	118,402	5,294	517	35,713	2,166	1,303,435
Ontario	1,833,550	2,663,361	436,855	79,675	47,785	137,573	679,572	6,209	5,884,580
Manitoba	177,949	125,634	674,472	-	565,691	266,456	35,380	-	1,845,582
Saskatchewan	2,141,848	99,897	174,658	-	543,904	303,152	48,410	1,987	3,313,856
Alberta	1,143,628	161,713	667,824	6,090	83,080	264,701	125,080	1,244	2,453,360
British Columbia	1,484,502	1,192,909	201,323	36,381	11,659	2,675	132,368	-	3,061,817
Total	10,318,375	5,452,192	2,554,559	1,219,100	1,266,496	978,647	1,076,324	15,458	22,881,151

Seven of the central purchasing associations had paid employees. These paid employees numbered 21, 18 of which were male and 3 female, and the total amount paid in salaries and wages was \$29,976.

RETAIL STORES OPERATED BY FARMERS' ASSOCIATIONS AND CONSUMERS' SOCIETIES

Two hundred and seventy-three retail stores were operated by 254 associations, the total sales of which amounted to \$15,201,146 - approximately 66 per cent of the total retail sales. Ontario, with 70 stores and sales of \$4,740,247, led in both number of stores and amount of sales. General stores numbered 204, with sales of \$11,441,385. Table 26 shows the number of associations operating retail stores, the number and kind of stores, and amount of business done. In the group "Other" are 3 stores selling coal and wood, and 1 selling builders' supplies.

Table 26.

Co-Operative Retail Stores, by Kinds of Business, 1930

	Number of Associations Operating Retail Stores	Number of Stores	Total Retail Sales	Number of Stores, by Kind of Business					Other
				General	Grocery	Flour and feed	Restaurants	Filling stations	
			\$						
P.E.I., N.S. and N.B.	29	33	2,993,966	32	1	-	-	-	-
Quebec	8	8	307,780	5	2	1	-	-	-
Ontario	63	70	4,740,247	44	15	6	5	-	-
Manitoba, Saskatchewan and Alberta.	117	120	4,888,780	95	4	1	-	16	4
British Columbia ...	37	42	2,270,373	28	4	10	-	-	-
Total	254	273	15,201,146	204	26	18	5	16	4

Two of the restaurants operated co-operative rooming houses in conjunction with their business.

Two-store multiples were operated by 6 associations, three-store multiples by 3 associations, a four-store multiple by 1 association, and a five-store multiple by 1 association.

In addition to the total retail sales of \$15,201,146, wholesale sales of products by 31 of the associations amounted to \$1,028,095. Products were also marketed by some associations through central marketing associations and sales agencies.

Table 27.

Number of Employees of Co-Operative Retail Stores, and Amount
Paid in Salaries and Wages, 1930

	Number of Retail Stores	Number of Employees		Salaries and Wages Paid \$
		M	F	
Nova Scotia	17	110	51	177,648
New Brunswick	15	36	14	47,084
Quebec	8	20	3	18,572
Ontario	70	229	104	326,757
Manitoba	28	59	3	56,427
Saskatchewan	62	160	16	193,002
Alberta	30	88	13	134,243
British Columbia	42	135	21	176,849
Total	272	837	225	1,130,582

The 273 retail stores are grouped in Table 28 according to amount of annual sales. 29 stores reported sales of \$100,000 and over, 181, or 66 per cent, falling in the \$20,000 to \$99,999 groups, the remaining 63 having reported sales of less than \$20,000.

Table 28.

Co-Operative Retail Stores by Size of Business, 1930

	\$200,000 and Over	\$100,000 to \$199,999	\$50,000 to \$99,999	\$30,000 to \$49,999	\$20,000 to \$29,999	\$10,000 to \$19,999	\$5,000 to \$9,999	Less than \$5,000	Total
P.E.I., N.S. and N.B.	3	2	11	10	5	-	2	-	33
Quebec	-	-	1	4	2	1	-	-	8
Ontario	4	8	19	12	9	12	3	3	70
Man., Sask., and Alta. ...	2	5	20	34	24	24	7	4	120
British Columbia	1	4	6	15	9	4	3	-	42
Total ..	10	19	57	75	49	41	15	7	273

BEEF RINGS

Ten beef rings reported - 4 in Ontario, 2 in Manitoba, and 4 in Saskatchewan. Two hundred cattle were slaughtered and the value of beef exchanged is estimated at \$10,995. The average price paid per head for slaughtering was \$5.00.

PURCHASES BY CANADIAN OFFICES OF BRITISH CO-OPERATIVE WHOLESALE SOCIETIES

Co-Operative Wholesale Societies in Great Britain with purchasing offices or buying agencies in Canada reported purchases of commodities in Canada for export to the value of \$6,305,051. Grain purchases amounted to \$3,913,924, butter and cheese to \$1,949,450, livestock \$313,498, and miscellaneous \$128,179. Male employees numbered 19 and female 3.

CO-OPERATIVE ORGANIZATIONS ENGAGED IN PROCESSING AND MANUFACTURING

MISCELLANEOUS

A number of co-operative associations operated canning factories, bakeries, flour and grist mills, etc. Table 29 includes all co-operative associations engaged in processing or manufacturing which have not been listed elsewhere. Six associations in the purchasing group operated bakeries, but, as this was only a small part of their business, their main function being that of buying and selling commodities and supplies, they have been included in the purchasing group. The amount of sales of bakery products manufactured by these six associations is shown in a footnote to the Table. A small amount of canning and preserving was done by three associations, but, as the value of the same was so small a percentage of their total sales, they have been classified according to their main business. The amount of sales of canned products by these associations is also shown in a footnote to the Table.

Table 29.

Co-Operative Organizations Engaged in Processing and Manufacturing, by Commodity Groups, Canada, 1930

	Bakeries ⁽¹⁾	Canning, Preserving and Packing ⁽²⁾	Flour and Grist Mills ⁽³⁾	Other ⁽⁴⁾	Total
Number	3	13	13	5	34
Sales:					
Products, total	\$ 41,178	\$ 1,349,840	\$ 298,389	\$ 175,589	\$ 1,864,996
Manufactured	\$ 41,178	\$ 1,349,384	\$ 286,922	\$ 175,589	\$ 1,853,073
Other	-	456	\$ 11,467	-	\$ 11,923
Merchandise and supplies .	\$ 22,841	\$ 43,566	\$ 35,749	-	\$ 102,156
Employees:					
Male	13	251	30	92	386
Female	-	219	2	1	222
Salaries and wages	\$ 10,313	\$ 148,265	\$ 21,722	\$ 35,164	\$ 215,470

(1) Bakeries.-- The 3 bakeries reporting were located in the province of Quebec. In order to arrive at the total amount of sales of co-operative bakeries, to the figure of \$41,178 should be added the sales of 6 bakeries operated by associations in the purchasing group - viz., \$110,199, making a total of \$151,377. These 6 bakeries were located, 1 in the Maritime Provinces, 3 in Ontario, and 2 in Saskatchewan.

(2) Canning, Preserving, and Packing.-- Of the 13 associations reporting 2 were located in the Maritime Provinces, 6 in Quebec, 1 in Ontario, and 4 in British Columbia. The products canned were fruits, vegetables, meat and fish. To the figure of \$1,349,384 should be added sales of canned meat, dehydrated

fruit and jam by 3 associations in the marketing group - viz., \$92,644, making a total of \$1,442,028. One canning association in Quebec also operated cheese factory, the particulars of which are included in the figures for creameries and cheese factories.

- (3) Flour and Grist Mills.— The 13 flour and grist mills were located as follows: Maritimes, 1; Quebec, 1; Ontario, 8; Manitoba, 1; Saskatchewan, 1; and Alberta, 1.
- (4) Other.— Of the 5 organizations reporting, 1 was engaged in manufacturing box shooks, 1 in manufacturing brooms and brushes, 1 cigars, while 1 operated a brickyard and another saw-mills. 2 were located in the Maritimes, 1 in Ontario, and 2 in British Columbia.

Sales by bakeries and canning factories operated by associations in the marketing and purchasing groups were \$202,843, which, added to the figure of \$1,853,073 given in Table 29, give a total of \$2,055,916 for sales of manufactured products. Sales of products included under the heading "Other" comprised hogs and fresh fish.

The channels through which the associations marketed their finished products were reported as follows:

Channels of Distribution	Number of Associations	
	34(1)	Selling exclusively as indicated
Wholesalers	5	8
Retailers	5	1
Industrial consumers	-	1
Householders	6	15
Central sales agency	1	-

- (1) The total number of associations reporting channels of distribution was 32. This total is less than the sum of the figures appearing in the two columns below as number of associations used more than one channel of distribution.

CO-OPERATIVELY OWNED OR CONTROLLED CREAMERIES AND CHEESE FACTORIES

In determining whether a creamery or cheese factory could be regarded as coming within the co-operative group, not only have establishments completely owned and operated by co-operative associations been included, but also those which, while the building and equipment, building only or equipment only, as the case might be, were owned by an individual (generally the butter or cheese maker), were under the entire control of the patrons, the finished product being marketed co-operatively. With most creameries and cheese factories operated under the latter plan, the sale of the finished product was delegated to the butter or cheese maker, who, after deducting a percentage to cover the expense of operation and a service charge, distributed the proceeds to the patrons on the basis of patronage. Central sales agencies marketing butter and cheese are included in the marketing group as they were not engaged in manufacturing. Creameries and cheese factories, disposing of their products through central marketing associations, however, are included.

In the few cases where a creamery or cheese factory failed to report directly, the information was obtained from the Dairy Statistics Branch of the Dominion Bureau of Statistics.

Employment statistics are not given as in the case of a great number of creameries and cheese factories, particularly in the province of Quebec, it was not possible from the information received to arrive at the exact amount which would represent salaries and wages only, the figure reported under the item of salaries and wages often including a charge to cover cost of operation, payment being made at a rate per pound of product manufactured.

As will be seen from Table 30, 546 creameries and cheese factories were considered as coming within the co-operative group, being either owned and operated by a co-operative association or under the control of the patrons. Creameries numbered 301, cheese factories 224, and combined butter and cheese factories 21. Sales of dairy products and a small quantity of other products totalled \$23,075,247, sales of dairy products alone amounting to \$22,853,718. Dairymen's supplies, flour and feed, etc., were handled by several creameries and cheese factories, the sales of which amounted to \$337,252. Quebec had the greatest number of both creameries and cheese factories, a total of 298, but ranked fourth in volume of sales of dairy products - approximately 16 per cent of the total. Ontario, with 124 factories, had the largest sales - approximately 24 per cent of the total. Two-branch factories were operated by 3 associations, and three-branch factories by 2 associations.

In addition to the 546 creameries and cheese factories included in Table 30, there were 2 cream stations in Quebec, with combined sales of \$50,354.

Table 30.

Co-Operatively Owned or Controlled Creameries and Cheese Factories,
and Amount of Sales, by Provinces, 1930

	Number Reporting				Total Sales	
	Total	Cream- eries	Cheese fac- tories	Com- bined	Dairy products \$	Supplies to patrons \$
Prince Edward Island	24	13	8	3	414,684	93
Nova Scotia	7	7	-	-	526,870	17,908
New Brunswick	22	11	11	-	712,707	3,700
Quebec	298	182	105	11	3,746,307	23,563
Ontario	124	20	99	5	5,542,604	6,400
Manitoba	9	8	1	-	1,090,371	-
Saskatchewan	36	36	-	-	4,552,569	-
Alberta	12	11	-	1	1,831,417	531
British Columbia	14	13	-	1	4,657,718	285,057
Total	546 ⁽¹⁾	301	224	21	23,075,247 ⁽²⁾	337,252

(1) This number does not agree with that reported by the Dairy Statistics Branch, owing to a difference in the method of classification.

(2) Includes sales of miscellaneous products and receipts from 2 cold storage plants, amounting to \$221,529.

In Table 31, a breakdown showing the amount of sales of each commodity is given. Butter sales, which were \$13,349,957, greatly exceeded those of all other commodities in this group, being approximately 58 per cent.

Four hundred and forty-two of the 546 establishments reported the channels through which they marketed their products, and the percentage sold through each of the various channels. The total sales of the 442 establishments reporting were \$17,201,329, or 75 per cent of the total sales. In many cases, the amounts furnished were only estimated; therefore, the percentages which have been computed can only be regarded as approximate. Of the total sales of \$17,201,329 by these 442 establishments, the estimated percentage sold to wholesale houses was 52 per cent, to retail merchants 14 per

cent, to householders 6 per cent, and through central marketing associations 28 per cent

Table 31.

Sales of Dairy Products by Co-Operatively Owned or Controlled Creameries and Cheese Factories, 1930

	Number Reporting	Sales of Dairy Products							Sales of Sales of miscellaneous products to patrons
		Total \$	Butter \$	Cheese \$	Fluid milk, cream and buttermilk \$	Ice cream \$	Concentrated milk products \$	No breakdown furnished \$	
Prince Edward Island	24	414,684	342,120	69,532	3,032	-	-	-	95
Nova Scotia	7	504,454	424,129	-	33,679	34,405	-	12,241	17,908
New Brunswick ..	22	712,707	561,136	65,323	4,979	81,269	-	-	3,700
Quebec	298	3,739,653	2,934,462	682,984	53,332	2,486	-	66,389	23,563
Ontario	124	5,426,935	3,231,527	1,357,824	287,539	43,516	2,443	4,086	6,400
Manitoba	9	1,085,813	985,034	6,949	57,516	36,314	-	-	-
Saskatchewan	36	4,480,337	2,337,339	-	1,630,527	382,441	16,676	113,354	-
Alberta	12	1,831,417	1,416,421	7,656	399,023	8,317	-	-	531
British Columbia.	14	4,657,718	1,117,789	96,213	2,310,138	13,698	1,119,880	-	285,057
Total	546	22,853,718	13,349,957	2,786,481	4,779,765	602,446	1,138,999	196,070	337,252

(1) Includes receipts from 2 cold storage plants.

